



WUTR  
201 Humboldt Street  
Rochester, NY 14610

Shorr Johnson Magnus  
100 North 20th Street  
Suite 201  
Philadelphia, PA 19103

## Contract # 1445940

**Schedule Dates** 10/11/16-10/17/16  
**Advertiser** Charles Schumer/US Senate/Democrat/NY (83888)  
**Agency** Shorr Johnson Magnus (19332)  
**Product** Political - State Senate (1074)  
**Brand** Friends of Schumer (567052)  
**Salesperson** Millennium - New York, New York (1406)  
**Sales Office** Millennium - New York  
**Buyer Name** D' ETTO,MICHAEL  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** Friends of Schumer  
These are :60's

**Date Entered** 10/10/16  
**Last Modified** 10/10/16  
**Entered By** Julie Orilio  
**CO-OP** No  
**Headline #** ECR25327619  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$102.00  
**Net Total** \$578.00  
**Sales Tax**

## Utica (WUTR)

| By Broadcast Month  | Spots    | Rate            |
|---------------------|----------|-----------------|
| Oct. 2016           | 9        | \$680.00        |
| <b>Grand Total:</b> | <b>9</b> | <b>\$680.00</b> |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate    | Total   | Station      | Comments | Entered  |
|------|--------------------------------|-------------------|-----|--------|--------------------------|-----|----|----|----|----|----|----|----|-------|---------|---------|--------------|----------|----------|
| 1.0  | Normal Line / SPOT             | 10/11/16-10/11/16 | 3   | 1:00   | 7A- Good Morning America | 1   |    | X  |    |    |    |    |    | 1     | \$80.00 | \$80.00 | Utica (WUTR) | GMA      | 10/10/16 |
| 2.0  | Normal Line / SPOT             | 10/12/16-10/12/16 | 3   | 1:00   | 7A- Good Morning America | 1   |    |    | X  |    |    |    |    | 1     | \$80.00 | \$80.00 | Utica (WUTR) | GMA      | 10/10/16 |
| 3.0  | Normal Line / SPOT             | 10/13/16-10/13/16 | 3   | 1:00   | 7A- Good Morning America | 1   |    |    |    | X  |    |    |    | 1     | \$80.00 | \$80.00 | Utica (WUTR) | GMA      | 10/10/16 |
| 4.0  | Normal Line / SPOT             | 10/14/16-10/14/16 | 3   | 1:00   | 7A- Good Morning America | 1   |    |    |    |    | X  |    |    | 1     | \$80.00 | \$80.00 | Utica (WUTR) | GMA      | 10/10/16 |
| 5.0  | Normal Line / SPOT             | 10/17/16-10/17/16 | 3   | 1:00   | 7A- Good Morning America | 1   | X  |    |    |    |    |    |    | 1     | \$80.00 | \$80.00 | Utica (WUTR) | GMA      | 10/10/16 |
| 6.0  | Normal Line / SPOT             | 10/11/16-10/11/16 | 3   | 1:00   | 7:28P- The Insider       | 1   |    | X  |    |    |    |    |    | 1     | \$70.00 | \$70.00 | Utica (WUTR) | Insider  | 10/10/16 |
| 7.0  | Normal Line / SPOT             | 10/12/16-10/12/16 | 3   | 1:00   | 7:28P- The Insider       | 1   |    |    | X  |    |    |    |    | 1     | \$70.00 | \$70.00 | Utica (WUTR) | Insider  | 10/10/16 |
| 8.0  | Normal Line / SPOT             | 10/14/16-10/14/16 | 3   | 1:00   | 7:28P- The Insider       | 1   |    |    |    |    | X  |    |    | 1     | \$70.00 | \$70.00 | Utica (WUTR) | Insider  | 10/10/16 |
| 9.0  | Normal Line / SPOT             | 10/17/16-10/17/16 | 3   | 1:00   | 7:28P- The Insider       | 1   | X  |    |    |    |    |    |    | 1     | \$70.00 | \$70.00 | Utica (WUTR) | Insider  | 10/10/16 |

## CONFIRMATION CONTRACT

|                             |       |                   |       |           |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|-----------------------------|-------|-------------------|-------|-----------|

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